



Community Design Workshop City of High Point, N.C.

Report prepared by Center for Creative Economy // July, 2013



DESIGNLINK



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Community Design Workshop, City of High Point, NC

Introduction

On March 19 and 20, 2013 over one hundred citizens, business leaders, and city government officials gathered to participate in a community design workshop to consider options for the development of a four acre vacant tract of land at 998 South Main Street located across from the High Point campus of Guilford Technical Community College (GTCC). The property is bounded by South Main Street, Vail Avenue, and South Elm Street in High Point, NC. The workshop included residents from the Southside and Macedonia neighborhoods, retailers from shops along South Main Street, and students/faculty from GTCC, and local citizens.

The workshop was facilitated by the Center for Creative Economy (CCE) and its affiliate Design Link and sponsored by the Piedmont Authority for Regional Transportation (PART) and the Piedmont Together sustainability initiative. Piedmont Together is a 12-county sustainability and smart growth planning initiative headed by PART and the Piedmont Triad Regional Council (PTRC).

Development options discussed were based on the EPA Office of Sustainable Communities' Smart Growth and Sustainable Design Principles. The economic influences and needs for the site from adjacent neighborhoods, the GTCC-High Point campus, and local business comprised the focus of community input. A market analysis, "Key Findings SoSi Southside High Point Market Opportunities," was completed in advance of the workshop, which help base the process in market reality.



Design Link team member, Robin Spinks explains economic realities to the community



Zaki Khalifa suggests ideas for commercial retail in the SoSi district



A designer's tools are always close at hand.

Design Link's focus was to provide a stimulus for the citizens to share their desires for potential uses for the 900 block of South Main Street opposite the GTCC campus. The team led citizen meetings and discussed needs for potential commercial business opportunities and neighborhood amenities that could be developed. The Design Link team crafted visual options to realize the citizens' visions for the future.



Participant Sybil Newman, staff at GTCC, speaks up about campus needs for retail and food services



Community Input captured for GTCC- High Point campus interests

The key contacts for this project were Wendy Fuscoe, Director of The City Project, a division of the City of High Point, and Janette McNeill, Dean GTCC-High Point campus, and member of The City Project board. The Project's mission is the revitalization of the urban core of High Point. A Core City Plan was adopted in 2007 by the High Point City Council with a focus on eight neighborhood and mixed use areas. The City Project board voted to start with three neighborhoods of which the Southside is one.



Southside residents provide input for neighborhood needs

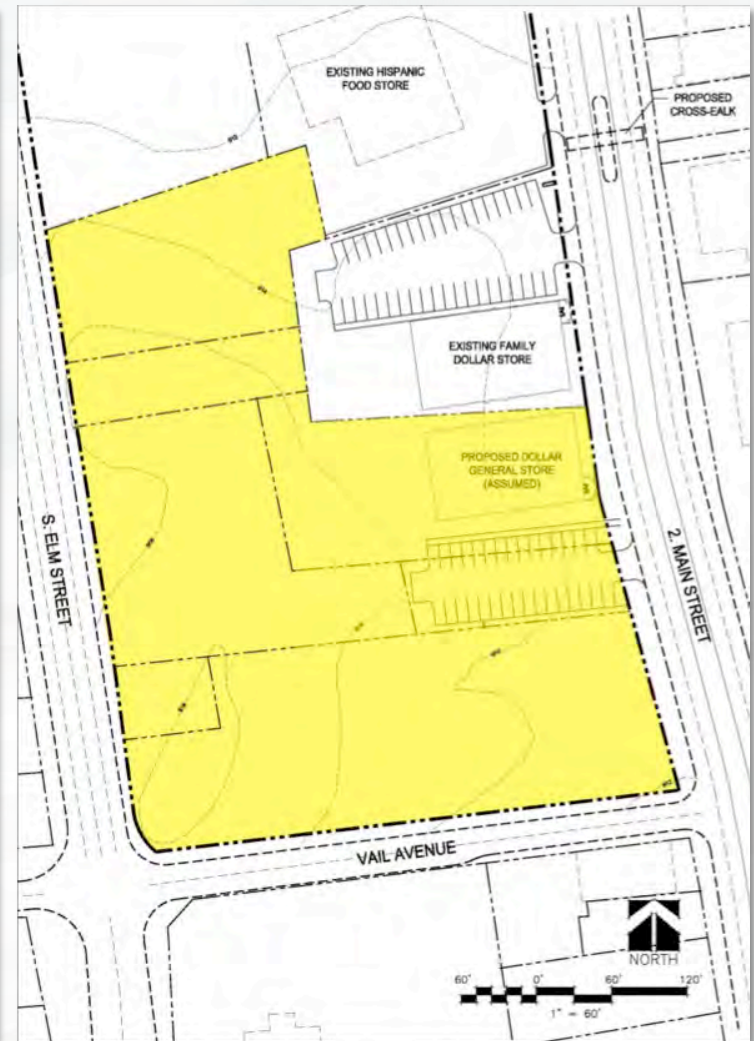


Participants discuss commercial and retail possibilities for the site.

The Site



Aerial view of workshop site, 900 block of South Main St.

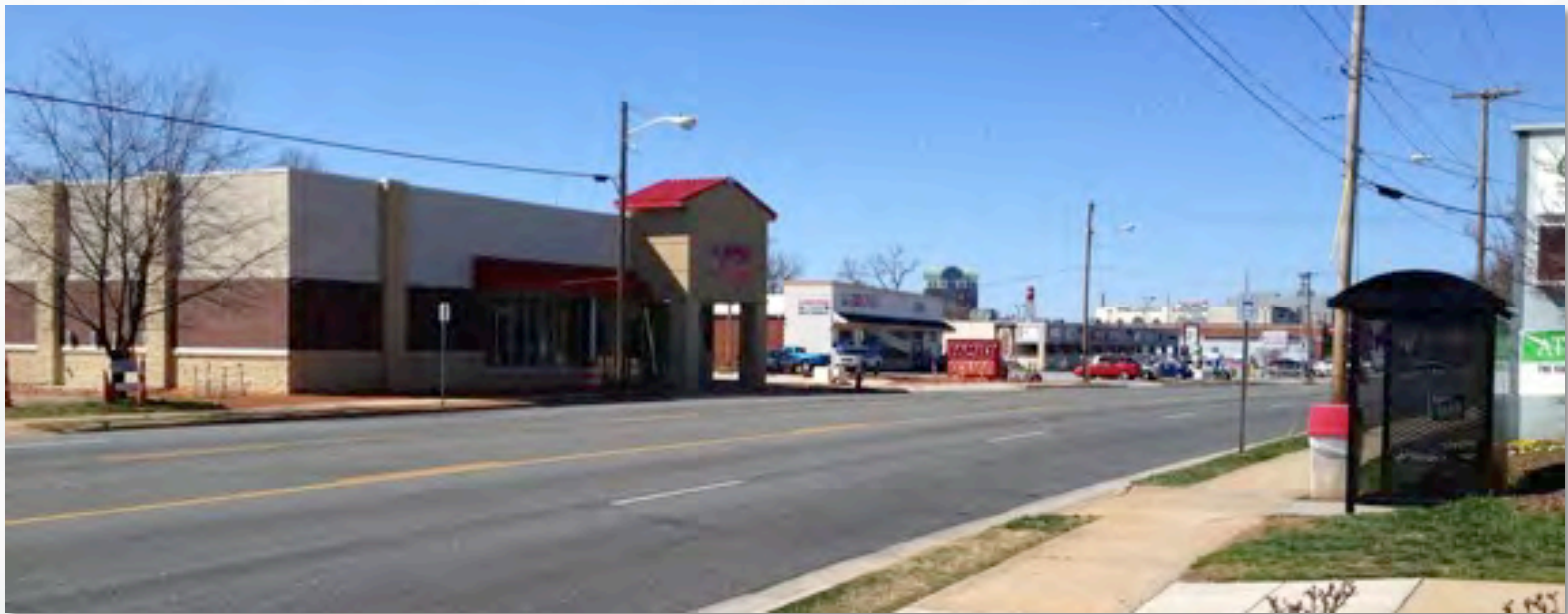


Base map of SoSi site -primary focus for workshop

Southside neighborhood and businesses leaders have channeled initial efforts on the South Main Street business corridor and have given it a name, the “SoSi Arts District”. SoSi is short for “southside” and runs along High Point’s South Main Street. There is a desire for the area to be branded as an international village with business, food, and the arts. GTCC is consolidating their arts programs at the High Point campus including Entertainment Technology, Drama, Music, and Simulation and Gaming.



The SoSi Arts District along South Main Street incorporates a growing community of over 6000 GTCC students, faculty and staff and a vibrant international business environment just south of High Point’s downtown. The SoSi goals are to revitalize the commercial areas on S. Main Street to include a plaza, shopping, and mixed use. Currently many stores near the site are Latino restaurants and businesses. The SoSi District needs a signature project to help rebrand the neighborhood and change the negative perception of this primarily low-income area. There is considerable pedestrian traffic between the GTCC campus, the business district, and the neighborhoods, and significant vehicular traffic along South Main Street.



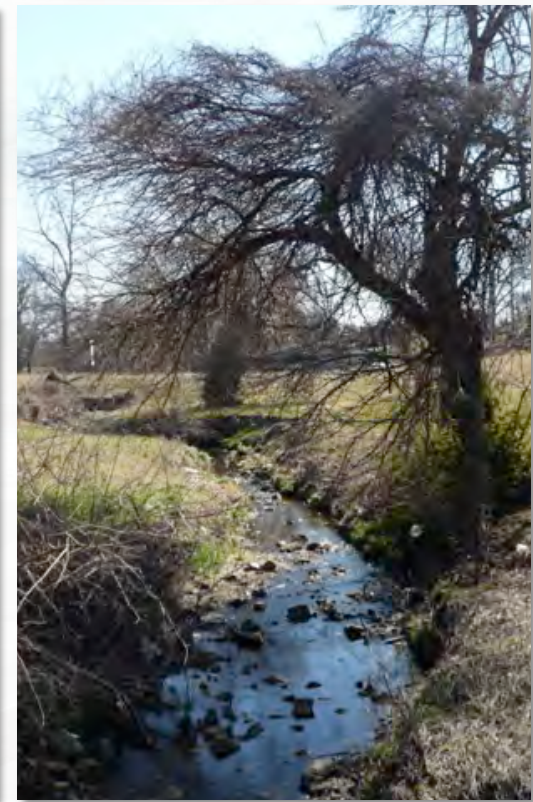
South Main Street-19,000 cars drive by every day. GTCC bus stop at right- workshop site across the street

South Main Street is currently not safe for pedestrians to cross from the bus stop into the campus. GTCC leaders have been successful in their campaign for a cross walk, and are currently working with NCDOT to install one in Summer 2013. Many students commute by bus so pedestrian crossing is essential.

The work completed to date by the Southwest Renewal group and the SoSi Arts District stakeholders prepared the community to be receptive to the Center for Creative Economy's Design Link (DL) team that led the workshop over two days. The team engaged the participants in discussions that generated ideas for the SoSi District. The team also utilized a "blue sky" approach that encouraged participants to not hold back on their thoughts and concepts, which resulted in a dynamic flow of ideas.



Map of High Point's Southwest quadrant; Red star on far right of map in Southside area indicates site for the workshop. Map provided by "Southwest Renewal".



Richland Creek runs through southwest High Point and offers a unique greenway and recreation opportunity

Workshop Objectives

- Identify economic and design opportunities for the development of the South Main Street site across from the GTCC campus. Facilitate the information flow of these opportunities for the neighborhood, GTCC, local business, and workshop participants.
- Educate participants on the value of sustainable community design, smart growth principles, and long term planning.
- Gather input from a broad cross section of community stakeholders; Engage, listen and record response.
- Produce a collection of creative design and development options; Solicit feedback and prioritization on these initial design concepts. Consider “hybrid” options that may be presented during the workshop.
- Identify measures to collaborate with the SoSi initiative. Show that CCE/Design Link and SoSi initiatives have common goals and will benefit each other.
- Review and consider options from the community surveys that were completed prior to the workshop.

Background

PART/Piedmont Together selected the City of High Point as the third Triad recipient of a Community Design Workshop. The Center for Creative Economy and its affiliate Design Link (DL) were engaged to facilitate the project. Funding was provided by the U.S. Department of Housing and Urban Development (HUD) through its Sustainable Communities program.



Workshop Site bordering south end of South Main Street, Vail Avenue and South Elm Street



Arial View North from GTCC campus

Schedule January- March 2013

January 22: First meeting was held with The City Project Director, Wendy Fuscoe, GTCC-Dean, Janette McNeill, Design Link team members, Bill Moser and Margaret Collins , and Kyle Laird of Piedmont Together.

Week of Jan 28: Together staff drafted an invitation flyer and submitted to all parties for comments and approval. This process took several weeks to finalize.

February 14: A press release was drafted by Wendy Fuscoe, and edited by Kyle Laird and Margaret Collins. The release was finalized and sent to the press on February 15th.

February 18: Design Link members Bill Moser, Robin Spinks, and Margaret Collins held a conference call to plan the community survey for High Point.

Week of February 25: A survey was designed by GTCC staff and distributed in advance of the workshop for the SoSi district of High Point to seek input from neighborhood residents, GTCC students, staff and faculty, and Southside business owners. Questions were asked to determine what types of commercial retail, business and recreational services were needed on the site. Also the public was asked to provide insight into challenges and opportunities that will affect efforts to revitalize the area. The complete survey results are located in the Appendix.

February 27: A conference call was held with local core committee leaders and members of the Design Link and Piedmont Together. The Team Participants reviewed the objectives, and approved the schedule and themes for the workshop.

The High Point Core committee included:

Janette McNeill-GTCC, High Point campus

Michelle McNair-City of High Point, Community Development and Housing

Wendy Fuscoe-The City Project

Dell McCormick, Macedonia Resource Center



Mark Kirstner of Piedmont Together presents the regional vision



Arial view of site from GTCC viewpoint

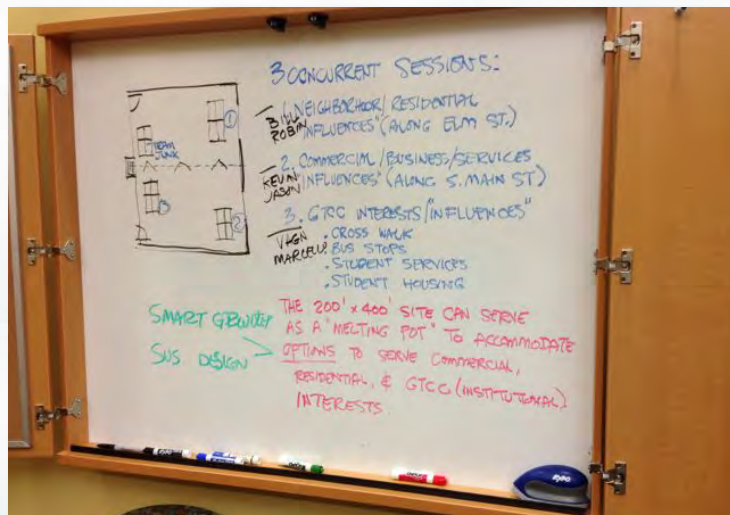
March 5: A site visit was conducted by the Design Link team and local leaders. Participating from the High Point community were Wendy Fuscoe, Janette McNeill, and community development specialists, Michelle McNair, Alisha Doulen, and Cathy Gray.

March 15: The Design Link team held a conference call to make final plans.

March 19-20 Workshop: The workshop meetings were held on the GTCC-High Point Campus at 901 South Main Street. Over one hundred people attended the session over two days, with many attending multiple sessions. The morning of March 19th began with breakfast. An image gallery of pictures portraying sustainable design was displayed on one wall. Participants viewed examples of desirable commercial buildings, multifamily buildings, public spaces, signage, and street amenities.

Aaron Clinard, Chairman of The City Project board welcomed the community. Mark Kirstner of PART provided an overview of the regional sustainability project, Piedmont Together which funded the workshops. The Design Link team provided an overview of the EPA Office of Sustainable Communities' Smart Growth and Sustainable Design principles as goals to strive for in site planning. A separate analysis of Key Findings for the SoSi Southside Marketplace was presented as well to help set the stage for the workshop.

May 7: Team members, Bill Moser and Margaret Collins, returned to present the workshop results to the High Point City Council, interested citizens and business owners. A forty minute presentation summarized key findings and "Next Steps" were suggested for the project.



Design Link team plans workshop strategy during site visit with GTCC and High Point officials.

March 19 – Design Workshop Process

Organizing themes

Apply principles of smart growth and sustainable design to the SoSi district of High Point by considering:

- Neighborhood Interests
- GTCC-High Point Campus Needs
- South Main Street Commercial Opportunities

Over 150 participated in the community survey that was conducted prior to the beginning of the workshop. Approximately 58% of the survey participants were GTCC faculty, staff and students; 17% were from the surrounding neighborhoods, Macedonia and Southside; 23% were High Point residents outside of these neighborhoods; and 8% were neighborhood business owners and their employees. The services most requested by the community are outlined in this report. For complete survey results see the Appendix.

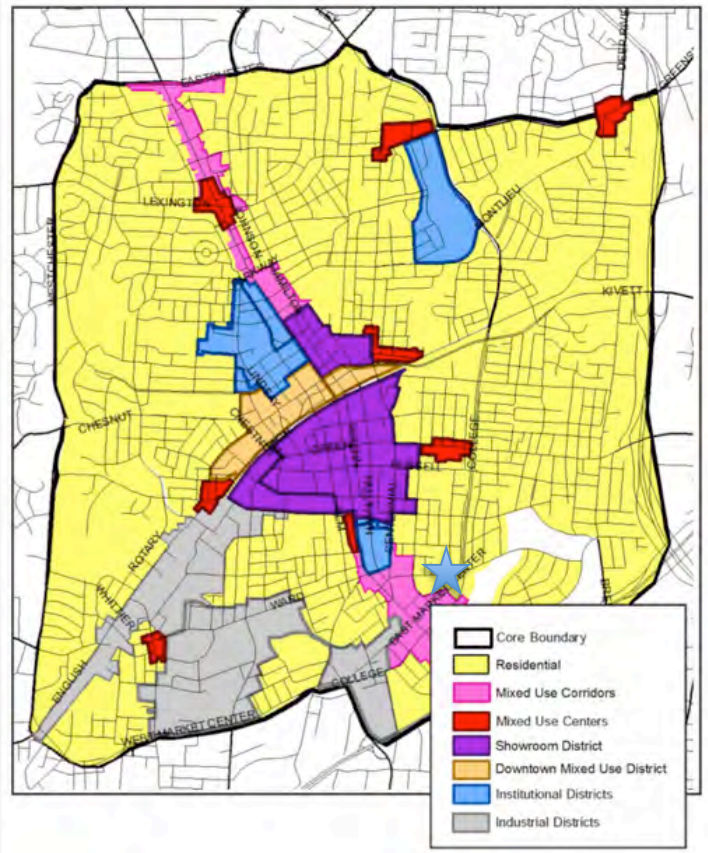


Citizens hear Smart Growth Sustainable Design Presentation by Design Link

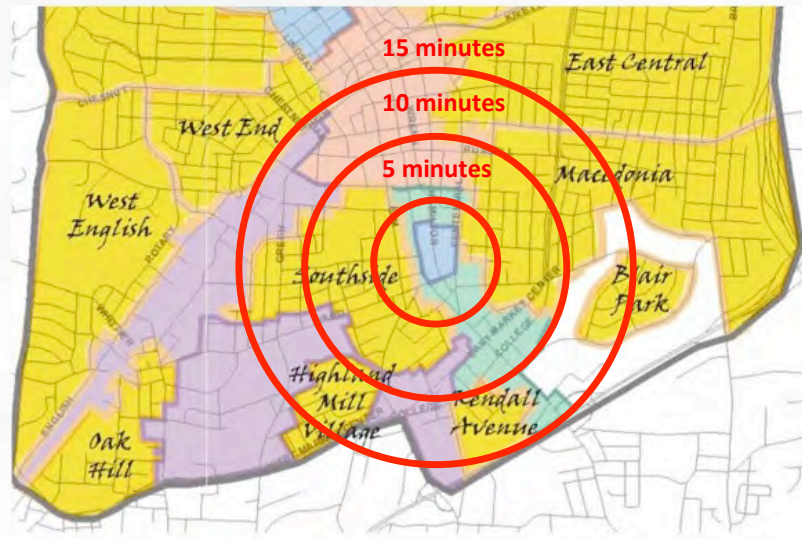
Citizens hear Smart Growth Sustainable Design Presentation by Design Link

Presentations: Smart Growth and Sustainable Design

Smart Growth is Concerned with Region and Neighborhood and Site



Region: City of High Point- Connectivity of Southside to the entire city is important



Neighborhood: South Main Street Center and Adjacent Neighborhoods within a 15 minute walk.

Neighborhood-Guilford Technical Community College- High Point Campus



The GTCC High Point campus along South Main Street

Site



Site: 900 block of South Main Street and Elm Street around Vail Avenue. Develop infill on vacant site, provide facilities to serve the community and encourage investment

Ten Principles of Smart Growth

Source: Smart Growth Network

- \ Mix **land uses**.
- \ Take advantage of **compact building** design.
- \ Create a **range of housing** opportunities and choices.
- \ Create **walkable** neighborhoods.
- \ Foster distinctive, attractive communities with a strong **sense of place**.
- \ **Preserve** open space, farmland, natural beauty, and critical environmental areas.
- \ Strengthen and direct development towards **existing communities**.
- \ Provide a **variety of transportation** choices.
- \ Make **development decisions** predictable, fair, and cost effective.
- \ Encourage community and stakeholder **collaboration** in development decisions.

Six Principles of Green Buildings

Source: EPA Green Building Principles, Goals, and Recommended Practices

- \ Protect **ecosystems** and enhance **communities**.
- \ Protect **climate** and ambient **air quality** while conserving **energy resources**.
- \ Protect and conserve **water**.
- \ Conserve **materials** and **resources**.
- \ Use **environmentally preferable** and **safer** building products and services.
- \ Promote **healthy indoor** environments.



KEY FINDINGS – Summary *(See Appendix for complete report)*

SoSi Southside High Point Marketplace Opportunities

Population

The population in the neighborhood is not growing – now **6548**

| | 1990 Population | 2000 Population | % Growth | 2010 Population | % Growth |
|--------------|--------------------|--------------------|-------------|--------------------|-------------|
| Macedonia | 3703 | 3,820 | 3.16% | 3,503 | -8.30% |
| Southside | 3374 | 3,359 | -0.44% | 3,045 | -9.35% |
| High Pt City | 69,428 | 85,839 | 23.64% | 104,371 | 21.59% |
| High Pt MSA | 540,030 | 643,430 | 19.15% | 723,801 | 12.49% |
| NC | 6,628,637 | 8,049,313 | 21.43% | 9,345,823 | 16.11% |

Income Levels

Low income levels limit retail options - 45.4% of residents within a 1-mile ring have household incomes below \$15,000

| | Macedonia | Southside | High Pt City | High Pt MSA | NC | US |
|------------------|-----------|-----------|-----------------|----------------|----------|----------|
| Per capita | \$12,310 | \$7,327 | \$22,567 | \$24,566 | \$24,745 | \$27,344 |
| Median Household | \$30,296 | \$12,793 | \$44,020 | \$43,915 | \$45,570 | \$51,914 |

The neighborhoods are **young** – younger than the City, NC

and US median age

- Macedonia 31.9
- Southside 31.3
- High Point City 35.8
- High Point MSA 37.8
- NC 37.4
- US 37.2

Culture

The neighborhoods reflect **many cultures**

Hispanic majority is Mexican, Largest Asian group is Vietnamese

| | Macedonia | Southside |
|-------------|-----------|-----------|
| White | 20.50% | 27.59% |
| Black | 57.95% | 42.00% |
| Hispanic | 11.36% | 23.09% |
| Asian | 9.16% | 9.75% |
| Native Amer | 1.34% | .72% |
| Other | 7.96% | 17.50% |
| Multiple | 3.08% | 2.43% |
| US born | 89% | 80% |

KEY FINDINGS - summary

SoSi Southside High Point Marketplace Opportunities

Housing

The housing stock is primarily rental. Over 20% of units are vacant.

| 2010 | Macedonia | Southside | High Pt City |
|-------------|-----------|-----------|--------------|
| % occupied | 79.92 | 82.69 | 87.65 |
| Own | 29.43 | 18.54 | 50.05 |
| rent | 50.49 | 64.15 | 37.60 |
| Median rent | \$741 | \$502 | |

Walkability

Walkable products and services are important

No vehicle available

- Southside – 30.99%
- Macedonia – 5.60%

Students

GTCC High Point campus **students** are as numerous as the local population and they are increasing. Additionally about 200 faculty and staff are employed on the High Point Campus.

| | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|----------------------|---------|---------|---------|---------|---------|---------|
| Curriculum | 638 | 651 | 783 | 1042 | 2037 | 1848 |
| Continuing Education | 4128 | 4331 | 4087 | 2859 | 2020 | 1818 |
| Basic Skills | 1895 | 1945 | 2364 | 2621 | 2345 | 2290 |
| Total | 6661 | 6927 | 7234 | 6522 | 6402 | 5956 |

Traffic

Significant **drive by traffic** on Main Street

16,000 cars per day 1 block north of the site

19,000 cars per day 2 blocks south of the site

Retail leakage - based on the **neighborhood** population, not many retail sectors are at a deficit

However, the potential market including students and drive by traffic is bigger than the local population

KEY FINDINGS - summary

SoSi Southside High Point Marketplace Opportunities

Community input survey results

Most requested – coffee shop, fast food

Other ideas for development

| | |
|-------------------|-----------------------|
| Employment office | Music tech store |
| Bookstore | Hotel |
| Entertainment | Children's activities |
| Plaza | Sports fields |
| Library | Day care |
| Arts center | Police station |
| Grocery | Specific food chains |
| Popeye's | Church's |
| McDonald's | Golden Corral |
| Any cafeteria | Zaxby's |
| Chick-fil-A | Subway |

GTCC student survey results 2011

Most requested – coffee shop, affordable food

Closely behind

Park benches
ATM
Internet café
Ice cream/doughnut shop
Convenience store
Bookstore

Student ethnicity and incomes similar to the neighborhood.

Biggest problem/challenge that a new development must address is crossing South Main St



OTHER IDEAS

Local Dollars, Local Sense – Michael Shuman

Three rules for prosperous communities

1. Maximize locally-owned businesses
2. Diverse local goods and services
3. High labor and environmental standards

Creative Class Economy – Richard Florida

Key ingredients

- Civic Culture – celebrate what is local
- Intellectual bent – embrace GTCC
- Diversity – already present
- Sense of self
 - Stronger identity
 - Pride of accomplishment

Grand Crossing – Southside Chicago, Near the University of Chicago

- Local artist marries talent with civic responsibility
- Empty house library, slide archive, soul food kitchen pavilion
- Candy store exhibit space, reading room
- Brick townhouse cinema for black films
- Historic bank archive of Johnson Publishing
- Housing authority apartments Artist residences, mixed rental

Hostel Detroit

- Non-profit – donations, volunteers
- Safe, affordable accommodations
- Educates patrons about the City
- 3 blocks north of Michigan Ave
- Single and bunkrooms, kitchen, common area
- Popular tourist destination for backpackers, students, European youth, younger, less affluent, more adventuresome travelers

Micro apartments – NYC

- City sponsored competition –adAPT NY
- 250-370 square feet, 55 units
- To combat high housing costs
- Had to change zoning
- Perfect for students



Popuphood – Oakland

Temporary, startup/incubator retail space

Social enterprise – cooperation among

- Property owners
- Community partners
- Businesses
- City
- Developers



Interactive Public Art



Touch my building - Charlotte

Pulsing Heart - NYC



Music Box House - New Orleans

Urbanscale

- Sharing City data where people need it
- Technology meets infrastructure
- Networked cities and citizens
- Smart wayfinding signs
- Kiosks to connect to services
- GPS transit tickets



Downtown gaming - Cleveland

- Upscale video games
- NOT a casino, NOT a sweepstakes
- Recreation for children
- Opportunity to introduce GTCC
Entertainment Technology, and
Simulation and Game Development
- Tourist destination



March 19, 2013

Community Input and Goals Developed

Following the presentations on Smart Growth/ Sustainable Design and Key Findings in Southside High Point's Marketplace, participants broke into three groups where they discussed the needs and interests of the surrounding neighborhoods, the GTCC-High Point Campus, and commercial opportunities on the site. This focus on the specific four acre site opposite GTCC galvanized the citizens in both the morning and evening sessions of March 19.

Discussions led to the emergence of three goals for Site Development:

1. Develop the SoSi Site opposite GTCC as a destination place that is creative and sustainable with a unified plan.
2. Fulfill needs of both the GTCC campus and residents of nearby neighborhoods with retail and commercial services
3. Seek public /private partnerships to create a dynamic urban experience.



Workshop participants provide a summary of what they heard in the sessions.

Goal 1: Develop SoSi Site as a Destination Place

Development of the entire four acres as a unified plan will provide greater opportunity to accommodate phased growth with consolidated parking, green space, and site access. A unified design could better create a “destination place” where both public sector and private sector opportunities might co-exist.

As identified in the Key Findings, there are considerably more people that utilize the area than are evident by the neighborhood population alone.

- Between the GTCC campus and the immediate neighborhood populations, there are over 12,500 people that are in immediate proximity and could utilize services from commercial entities on the site.
- In addition, 19,000 cars per day drive by the site on South Main Street.
- A total of more than 31,500 people could be potential customers for resident business ventures on the site.
- The market is a diverse population with an international heritage.



Design Link member, Kevin Marion, sketches ideas expressed by residents regarding commercial interests on the site

Important Considerations emerged from the public input:

- The needs for facilities are very similar between the GTCC students, staff, and faculty and the SoSi neighborhood
- Neighborhood must be cleaned up and made more attractive and safe for residents, students, and visitors
- Improve walkability with crosswalks, repair of sidewalks, pedestrian medians, traffic calming, and streetscape
- Site ideal for International World Bizarre hosting food, artisans, and retail stores selling crafts, accessories and gift items
- “Pop Up” or new start up businesses should be encouraged to allow diverse, multifaceted retail to emerge
- An outdoor plaza and public space is desired with an informal performing area for entertainment, and places to dine and relax with public Wi-Fi
- Development should be multi story, LEED, and mixed use
- Visual aesthetic should be modern, colorful, upscale, with visual ties to GTCC campus architectural styles
- Urban garden area with water features and landscaping could be developed both indoors and out
- Develop bicycle lanes and walking trails, connect to greenways and existing trails
- Signage is important as well as improved lighting for safety and way finding
- Develop residential apartments on upper floor units designed for students and visitors.
- Branding important - “Design Your Life in High Point” or similar theme focused around the arts



Arial view of developed site looking northwest up South Main Street



Site plan 1 showing potential commercial development drawn during the morning workshop, generated from ideas contributed by local participants.

Goal 2: Fulfill retail and entertainment needs of GTCC-High Point campus and nearby neighborhoods

Development of the site represents an excellent opportunity to create a multi-functional community center that would serve the southern part of High Point's urban core. By implementing Smart Growth and Sustainable Design practices, the site could accommodate a wide variety of commercial/retail development, student housing, and service organizations.

The public provided numerous suggestions for retail consumer needs and services that are severely lacking in the SoSi district.

- Mixed use buildings with Wi-Fi, retail, food, housing
- Hotel- similar to a dormitory, hostel, inexpensive options; to serve college market, i.e. old YMCA
- Housing- student apartments, artist lofts
- More diverse retail, small boutique and affordable business outlets, gift shop
- International World Bizarre- for selling hand made crafts and accessories; world class store to attract buyers from all over US
- Restaurants with variety of healthy food and reasonable prices
- Ethnic restaurants, local, diverse, could be food court; colorful, visual, lively
- Indoor/outdoor dining
- Different types of food markets- fresh food from different countries
- Internet café
- Pharmacy
- Grocery store- Aldi, Save A Lot, Food Lion, need now (possibly combine grocery and drug store)
- Coop and/ or discount grocers
- Outdoor Markets: farmer's market, bizarre, place for music and art
- Food trucks for events and regular days
- Bank- ATM and credit union
- Gym and fitness Center
- Indoor Sports- Soccer, batting cages, bowling alley
- Bicycle rental, storage, and bike share
- Dry Cleaners, shoe shop, etc.
- Bookstore-regular and textbooks
- Print shop
- Entertainment area- go carts, rides, etc.
- Family Movies
- Home Furnishings
- Clothing store
- Gas and Convenience store , i.e. Sheetz
- Laundry
- Car Wash



Citizens discuss commercial opportunities for development of the 900 block of South Main Street

Site Plan



Site plan 2 showing potential commercial development drawn during the morning workshop, generated from ideas contributed by local participants.



Site plan 3 also displays potential commercial development and was drawn during the evening workshop.

Goal 3: Seek public private partnerships to develop these plans

The potential to develop the existing four acres of property is significant but immediate efforts are required to obtain and recombine the eight (8) separate tracts, which make up the four acre parcel. This effort can best be realized by a creative partnership between the public and private sectors. The partners could explore zoning which allows private developers to own a portion of a larger property, which is shared with the public sector. The first priority is to secure the land to allow the project to move forward.

The citizens suggested needs to be provided by the public sector that would co-exist on the site with the private sector uses described in goal two.

- Enterprise incubator (PopUpHood) small start up spaces with incentives to help business
- Game technology incubator (entertainment for kids)
- Outdoor recreation; ball fields, soccer, baseball, golf lessons, community groups.
- Indoor Recreation Center- pool, basketball, gym (old YMCA, now Floyd, Floyd, Floyd)
- Day care Center and after school programs for students wishing to attend GTCC and staff
- Police Sub Station
- Branch Library
- Performance and production space for music, place for visual art that is GREEN
- Community Center- Place for youth (i.e. clubs, boy scouts)
- International Festival
- Senior citizen center or village with housing and activities
- Community watch group (i.e. Southside neighborhood association)



Dorothy Darr and Dontay Mitchell join Southside neighborhood residents in a break out session

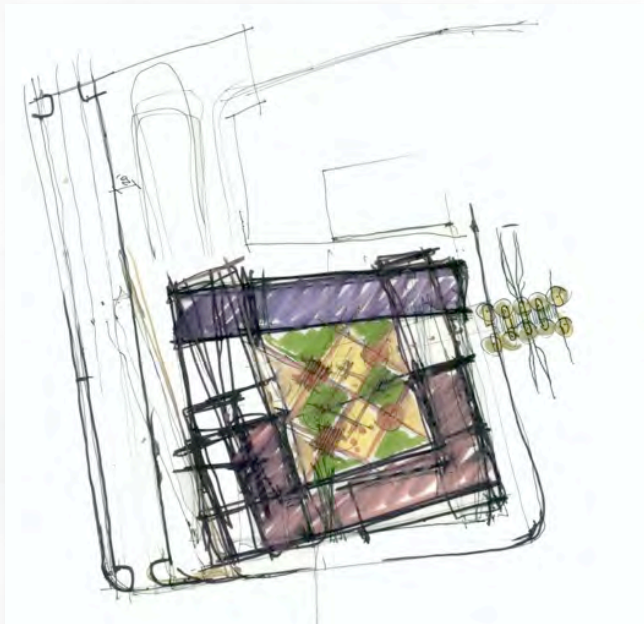
March 20, 2013

Design Team Response-A Vision Emerges

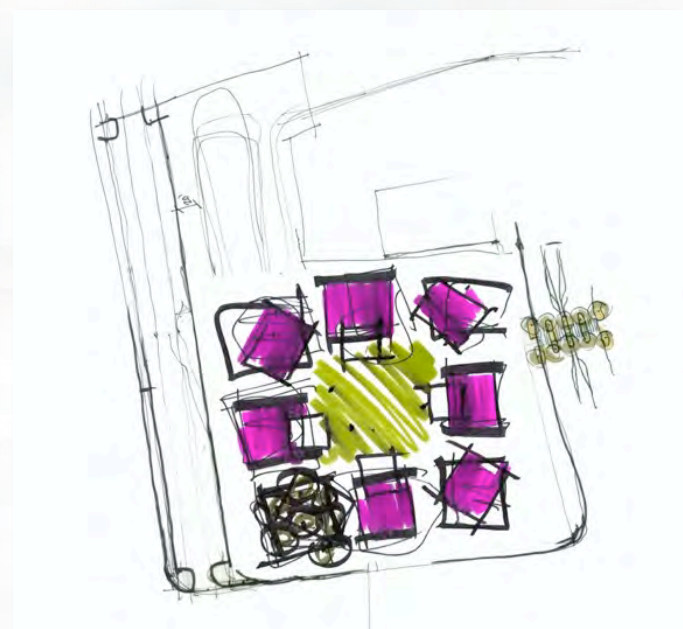
A mixed use plaza with multiple venues for retail, community services restaurants, grocery store and housing was the overwhelming favorite among the citizens attending the workshop.

Fortunately, the community has a major anchor with the GTCC-High Point campus across the street that provides an immediate underserved market. Specifically, GTCC provides a:

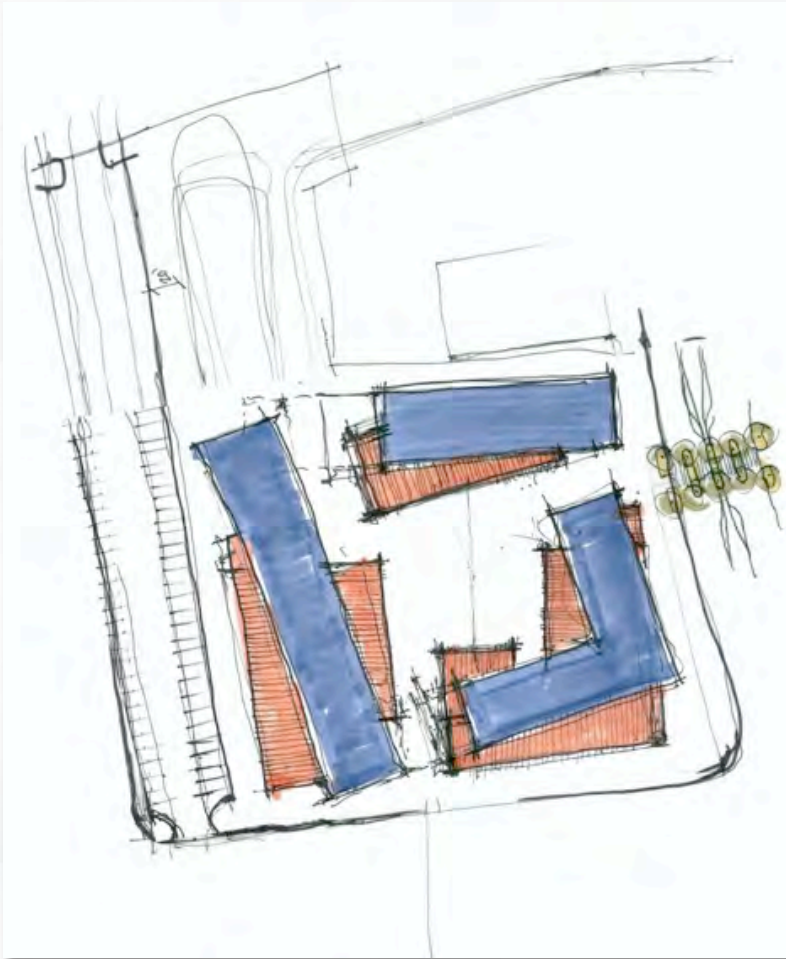
- Captive audience consisting of faculty, staff and students
- Growing educational business with 6,000 people per annum attending classes and in need of food, shopping and services
- Long-term commitment by GTCC to continue investment in the community



The following series of four site plan sketches demonstrate the evolution of ideas for development on the site from comments received by participants. Various options were explored with a preferred option displayed last. The site plan draft above displays the initial plaza idea within the core of the site.



Another idea explored breaking up the plaza development in small phases. This trial and error process was utilized to help gauge the community ideas one step at a time. The small units above, while they attempted to respond to some of the participants ideas, proved to be too small for efficiency and not cost effective.



The image above displays a refined site plan draft of a phased plaza with midsize buildings.



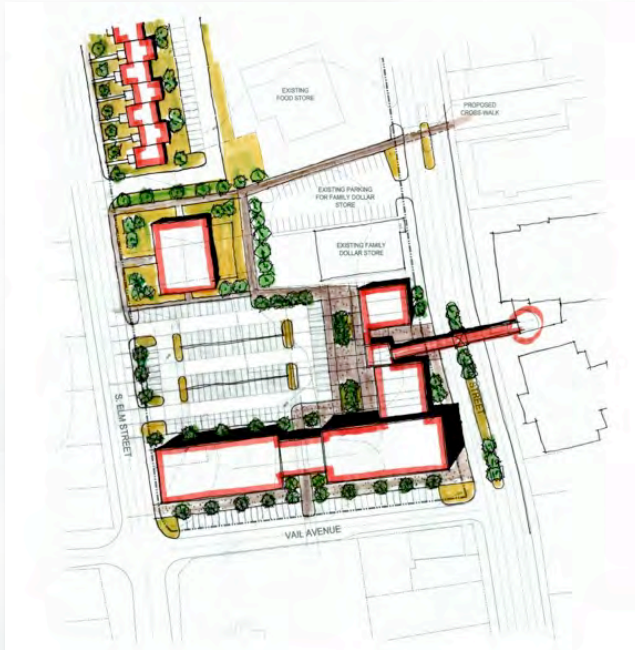
The more final site plan concept for this series of site investigations demonstrated medium size buildings and some plaza features.

Site Design Possibilities

Several “visions” for a mixed-use, urban scale development were presented. All of the site design options incorporated the following elements:

- Safer pedestrian access across South Main Street to the GTCC campus
- Proposed buildings located at the perimeter of the site with parking and urban garden/plaza amenities placed on the interior of the site.
- Opportunities for phased development based upon a unified master plan. A Development Agreement with specific site design guidelines should be implemented to encourage private, phased development within a unified plan.
- Opportunities for multi-functional, mixed-use structures which incorporate commercial services at lower levels and housing on upper levels.
- Sustainable design aspects

Concept One



Site Plan- Unified site development plan with buildings at perimeter. Parking is concentrated on interior of site.

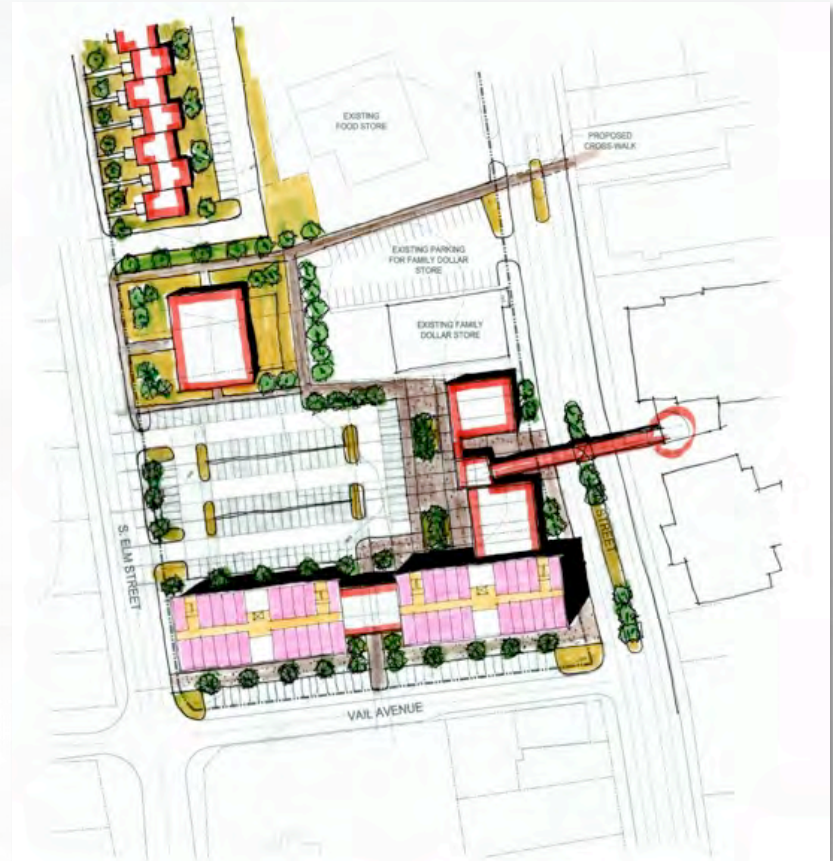


Ground Level- Occupancies include retail venues.

Concept One



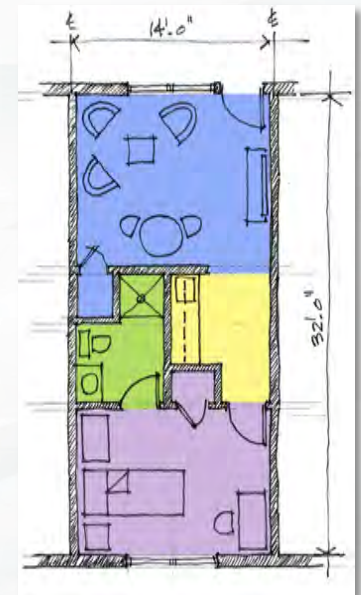
Mezzanine Level- Occupancies to include service oriented venues. Examples would include GTCC and neighborhood out reach opportunities. The pedestrian bridge over South Main Street would be at this level to link mixed use development with GTCC campus.

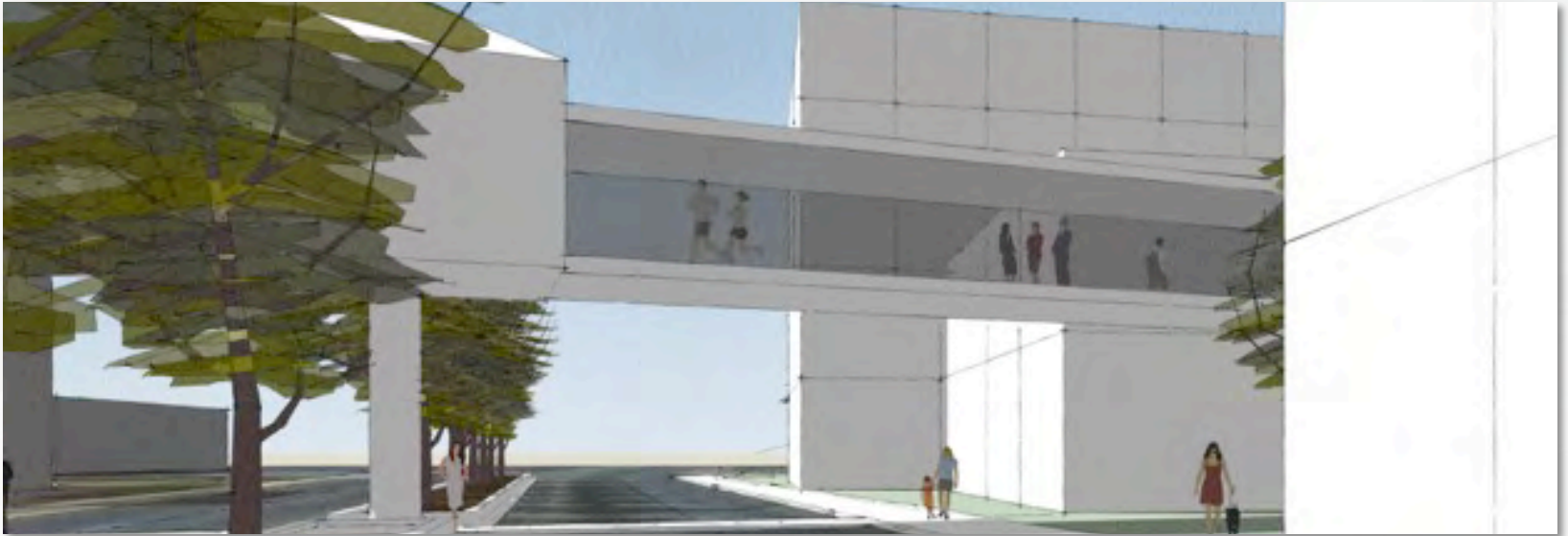


Student Housing Level- This would be located above the mezzanine level. Studio apartments would face both North and South.

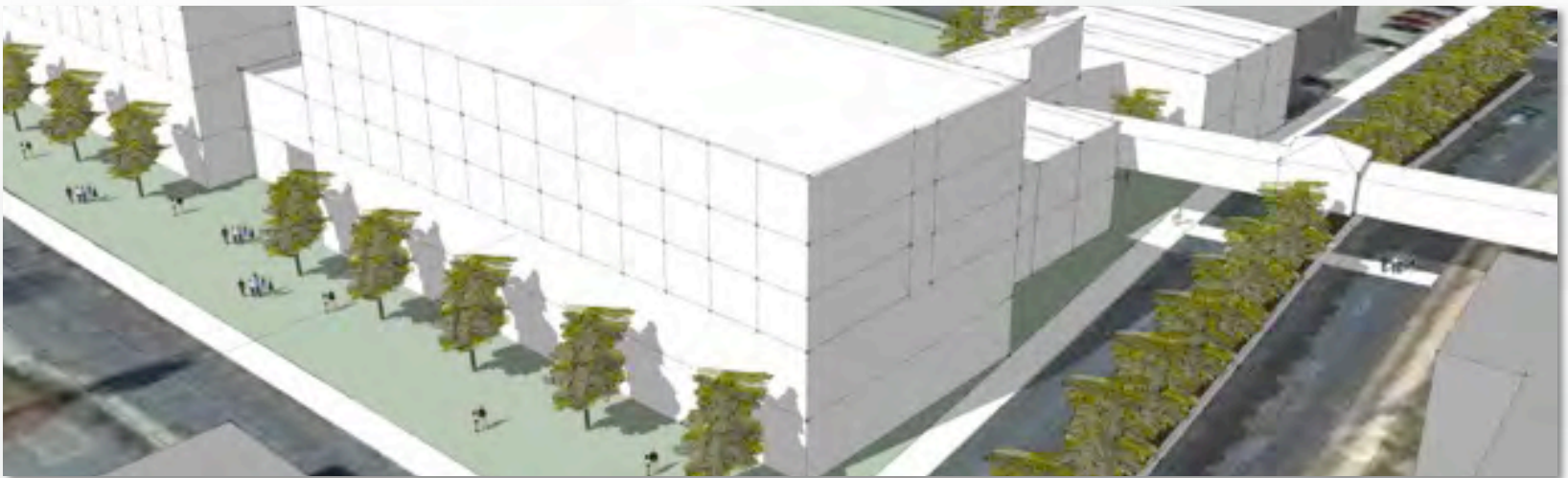
Affordable Student Housing Units

- 448 square foot “studio” suite
- Available for short term rental during furniture markets





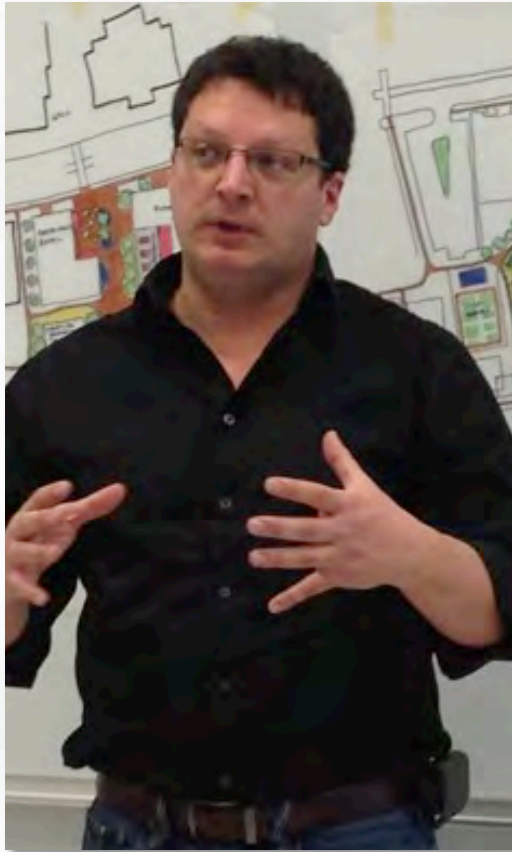
Proposed pedestrian bridge over South Main Street.



Massing study for major buildings at perimeter of site with pedestrian bridge over South Main Street at right of image.

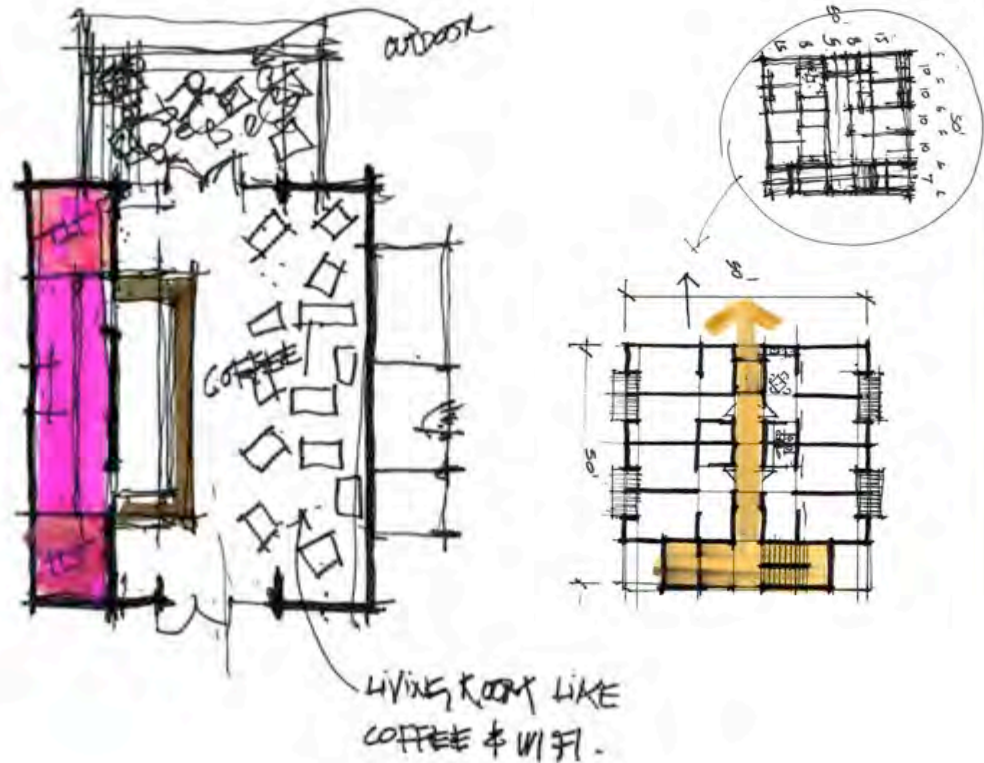
Concept 2

A second alternative for the site was created. This alternative included a more formal setting with all buildings facing an interior courtyard.



Design Link team member, Marcelo Menza, presenting one of the site plan concepts.

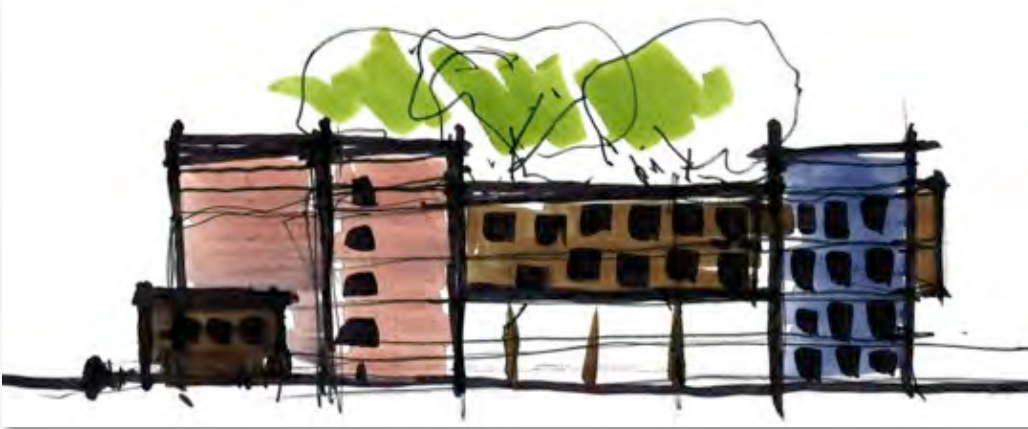
Early stage sketches



The Coffee Shop/Wi-Fi idea was one of the most requested by the college community. This sketch shows a flexible space that can be enclosed or open depending on weather.

This sketch shows a basic building and dormer module exploration. This was used to develop the entire site plaza idea for this concept.

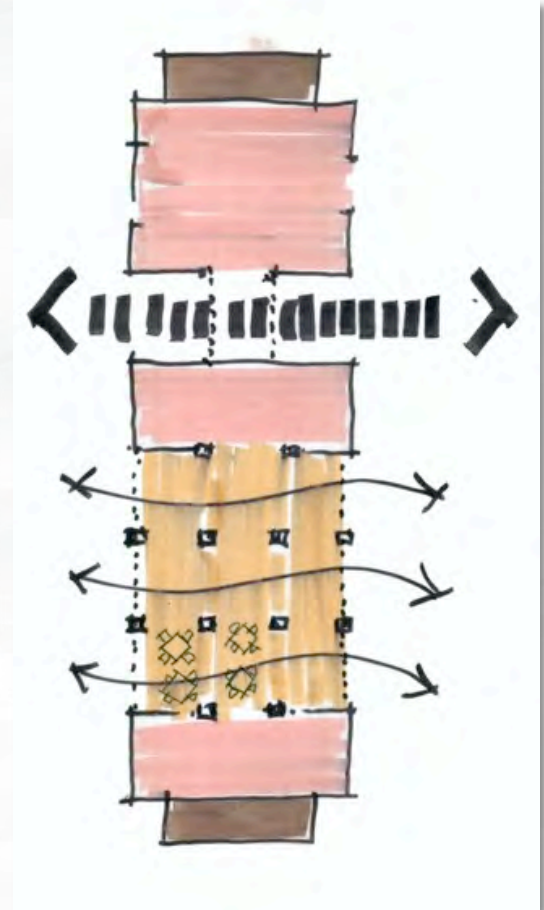
Concept taking Shape



This initial elevation shows a way to enclose an open space, while maintaining a defined street front with open access to the interior plaza. It captures this idea of permeability on the street level, with inviting and contemporary building materials and warm colors.



The sketch above is a more detailed elevation showing a small building module; demonstrating the concept of developing in phases.



This sketch highlights the first floor plan of the main street building, showing a passage way aligned with the pedestrian crosswalk and an open concept coffee shop space allowing the college community to walk through to the interior plaza.

Main Street Elevations



A detailed main street elevation shows a larger building module for development efficiency. The building materials are contemporary with colors and forms that are warm, contributing to the definition of the plaza space. The design demonstrates permeability and an inviting atmosphere.



This sketch further illustrates this site plan concept.

Aerial Views



This aerial view shows the general layout of the plan. The property across South Main from GTCC, would serve as an urban plaza defining the South Main Street frontage and creating a large open space surrounded by four buildings. The buildings are detached, creating open corners with diagonal views of the plaza from South Main and the residential areas on the west side. The buildings on the north and west sides of the property offer the most protected areas making these ideal for community service spaces as suggested earlier in the report.



The view from the GTCC pedestrian crossing into the plaza. While presenting a defining boulevard “front mass”, the building is also open and transparent when facing the crossing and passing pedestrians. It has a significant opening allowing a clear view of the interior plaza. In addition, there is an open concept internet café with garage-like windows that open up during the summer allowing for a more “filtered” flow of public into the plaza. The doors close up during winter maintaining transparency and a clear view to and from the inside of the café.



This view shows the other corner of the plaza, opposite from South Main Street. The ambience on this side is more residential. Two more building units help define the plaza and offer a flexible first floor with an open concept that can be used to house a seasonal Farmer's Market, an annual arts & crafts fair, and other events.



The view of the plaza driving south on South Main Street. The building facing South Main is situated as outlined in the City's boulevard front plan, helping define the dense main street concept. The open corner lets the driver catch a glimpse of the interior plaza. The proposed buildings have contemporary shapes yet they are skinned with earthy, warm colored materials.



Another view of South Main displays warm, inviting materials, colors and shapes to pedestrians promoting outdoor community encounters and activities. The buildings can be 4 to 5 stories tall, with the first floor as a flexible retail space and the floors above with affordable small rental or private property.

Concept Three

One of the most discussed elements was a highly developed plaza with opportunities for a wide-range of activities. This site is designed with a plaza facing storefronts, dining, public art, water features, walking/bicycle paths and a small performance venue. A variety of building sizes and scales with the larger structures situated on Vail Avenue, help define the interior plaza.



Wide Arial View of Plaza



It has been shown that mixed-use development in urban areas is more sustainable from a business standpoint. All the buildings shown are drawn with mixed use in mind.

Sustainability was of great interest to the citizens as well as a main theme for the workshop. Included in this concept are several visible green building elements such as photovoltaic roof panels, buildings that utilize maximum daylight and dark sky approved street lighting.



Aerial View of Plaza looking southeast. The preferred aesthetic among the participants was a more modern, contemporary styling, but there was mention of historical architecture as well. This design leans heavily on modern, but incorporates historical and natural materials such as brick veneer and stone pavers as well as some industrial elements like single panel garage doors at the retail outlets that would double as canopies when opened.



Ground Level View of Plaza Looking Southeast. The functions in the buildings are not specifically indicated as the discussions turned up a multitude of possibilities. The sketches are more to show a possibility for the forms and aesthetics of the buildings and the outdoor spaces they define.



South Main Street at GTCC Crosswalk Looking West. The plaza should be easily accessed by pedestrians from GTCC and the surrounding community. This contributes to the sustainability of the project.



South Main Street Looking North



South Main Street Level Looking South

General Building Improvements along South Main Street

The conceptual rendering of Site A shows modifications to the building that include:

- The addition of tower features at either end of the structure, with the larger tower located at the entrance to the larger of the two spaces in the structure help to clearly identify it as the entranceway into the primary tenant space.
- A covered walkway connecting the tenant spaces that extends along the length of the building and joins the covered entrances under the tower features at either end of the building.
- The use of high quality exterior cladding materials that help to differentiate the different portions of the building façade. The materials shown are complimentary in color, with a focus on earth tones that are compatible with the style of nearby buildings. The building is divided into three primary vertical components along the front façade:
 - a “base” clad in smooth stone that is defined by the lower portion of the columns and the knee wall along the covered walkway
 - a “middle” comprised of textured stack stone columns along the length of the building
 - a “top” that is clad in stucco and highlighted by the towers at either end of the structure.
- Translucent glass panels are used in the primary tower feature to “lighten” the visual weight of the tower, which is contrasted with the use of stucco to the full height of the second tower, making that feature “heavier” in appearance
- Downward facing building mounted lighting is shown at the columns to help define these prominent building features.
- A wall mounted channel letter sign for the primary tenant in the building is shown in the center of the “top” portion of the structure. The use of channel letters and a contrasting color for the sign enhances the sign’s visibility, but does not make the sign the most prominent feature of the building facade.

Site improvements shown in the rendering for Site A include:

- The removal of the existing overhead utilities along the street, in accordance with the City’s plans to relocate the utilities underground in the near future.
- The installation of landscaping along the street, focusing primarily on medium height trees that will help to define the edge of the right of way and soften the transition to the parking area on the site.
- The installation of high quality street lights with decorative poles. These poles can also be used, as shown, for the placement of banners, or other types of signage to help define the presence and activities of the SoSi district.

General Building Improvements along South Main Street

The design alternatives shown in the following renderings of “Site A” and “Site B” are intended to demonstrate how existing development can be integrated into the emerging design theme of the 900 block of South Main Street in SoSi. For each site, the existing conditions are shown, followed by a conceptual rendering and explanation of potential building and site improvements.

SITE A



Site A – Existing conditions



Site A – Conceptual Rendering of Potential Improvements

The conceptual rendering of Site B shows modifications to the building that include:

- The addition of brick columned towers at either end of the building to help identify the entrances into the primary tenant spaces.
- The use of sloped standing seam metal roofs on the towers.
- The use of false windows on the upper level of the towers to differentiate the “top” portion of the towers from the “base” of the towers.
- The addition of a brick façade and glass storefronts for individual tenant spaces along the length of the building.
- The use of neutral colors and earth tones to soften the appearance of the building and integrate the structure into the emerging design theme of this block of South Main Street.
- The installation of awnings along the length of the front façade of the building to add definition and help define each tenant space.
- The installation of channel letter style signage, which is relatively uniform in size and style.
- Downward facing building mounted lighting is shown at the columns to help define these prominent building features.

Site improvements shown in the rendering for Site B include:

- The removal of the existing overhead utilities along the street, in accordance with the City’s plans to relocate the utilities underground in the near future.
- The installation of landscaping along the street, focusing primarily on medium height trees that will help to define the edge of the right of way and soften the transition to the parking area on the site.
- The installation of high quality street lights with decorative poles. These poles can also be used, as shown, for the placement of banners, or other types of signage to help define the presence and activities of the SoSi district.

Site B



Site B – Existing Conditions



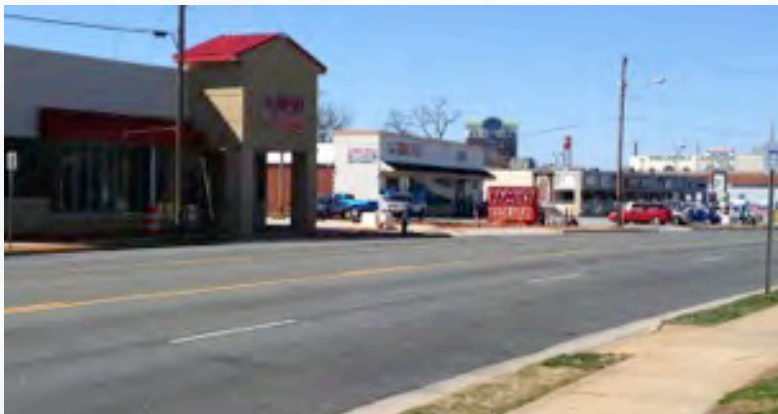
Site B – Conceptual Rendering of Potential Improvements

Proposed Crosswalk Improvements

The rendering of the proposed crosswalk between GTCC's campus on the east side of Main Street and the commercial area on the west side of the street is intended to demonstrate how the proposed crosswalk may appear when the installation is complete. The rendering includes the following elements:

- The installation of a striped and textured crosswalk. In this example a “brick” textured pattern is shown. These patterns can be achieved by stamping asphalt and then adding paint to achieve the desired look if the use of the actual material is not appropriate for the street type or there are cost constraints.
- The installation of a pedestrian refuge island in the existing center turn lane of the street. The refuge island provides a protected location for pedestrians to pause in the middle of a crossing on a wide street, such as Main Street. The refuge area is located between two concrete curbed planting islands. The islands are shown planted with low level shrubs and flowers. The use of small scale landscaping materials is necessary to ensure unobstructed visibility for pedestrians using the crossing, as well as for motorists to ensure that pedestrians are not obscured.
- The installation of pedestrian warning signs with sensor activated lights to help motorists identify the presence of the crosswalk and alert them to the presence of a pedestrian in, or near, the crossing.

Mid-Block Crossing



Mid-Block Crossing Location – Existing Conditions



Mid-Block Crossing Location – Conceptual Rendering of Potential Improvements

Streetscape Improvements

The conceptual rendering of South Main Street was prepared to demonstrate how potential improvements to the street would look when completed. The design concept for the South Main Streetscape includes the following elements:

- All overhead wire utilities are relocated underground in accordance with the City's ongoing utility relocation project.
- Existing wooden utility poles used for street lighting are replaced with decorative black metal poles with shielded cobra head style light fixtures.
- The new light poles are shown with custom SoSi banners.
- A uniform landscaping plan is shown, which includes the installation of street trees at regular intervals in a planting strip and the installation of low shrubberies along parking areas to help soften the transition from the street to the sidewalk and adjoining properties.
- The center turn lane is replaced with a concrete curbed grass median (potentially also planted with flowers or low shrubs where desired). Left turns and U-turns are accommodated at strategic locations along the corridor through the use of median breaks with adequate deceleration and stacking space.
- Where appropriate, driveway access points are closed and additional cross access between adjoining properties is provided.

South Main Streetscape



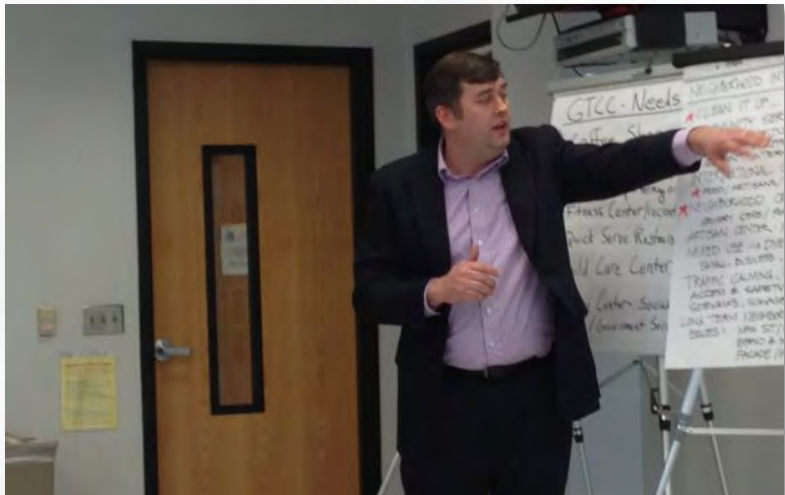
South Main Streetscape – Existing Conditions



South Main Streetscape – Conceptual Rendering of Potential Improvements

Next Steps for the SoSi District of Southside High Point to Consider

1. Secure the property and recombine the tracts on the vacant four acre lot in the 900 block of South Main Street and Elm Street at the intersection of Vail Avenue across from GTCC-High Point campus.
2. Determine the “best” location for pedestrian crosswalk between GTCC-High Point campus and the vacant property. Construction of the new crosswalk began in mid-July 2013.
3. Perform additional market research and programming to further define the site and development guidelines.
4. Involve SoSi and the GTCC stakeholders to reinforce the vision for the property development.
5. Determine public sector vs. private sector involvement for site development.
6. Seek private sector participation through “Development Opportunity” request for proposals with defined guidelines based upon detailed public/private objectives.



Design Link members Jason Epley, left, and Kevin Marion, right, summarize team findings and facilitate community discussion

Facilitated by Center for Creative Economy / Design Link



Design and Planning

Bill Moser, AIA, NCARB

Moser Mayer Phoenix Associates, PA

Jason Epley, AICP, CPM

Vagn Hansen, AICP

Benchmark CMR, Inc.

Kevin Marion, AIA, LEEDap

The Art and Architecture of Kevin S. Marion

Marcelo Menza, AIA Architectural Diploma

CJMW Architecture

Market Analysis & Economic Development

Robin Spinks

Greenfield

Project Management

Margaret Collins

Center for Creative Economy

www.centerforcreativeeconomy.com

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Mark Kirstner, Paul Kron, Kyle Laird,

Piedmont Together

<http://triadsustainability.org>

www.piedmontvoice.org

Report design made possible by Wildfire

Ideas, LLC www.wildfireideas.com

Appendix

Invitation Flyer- English and Spanish versions

Press Release

Survey Summary

Agenda

Key Findings - SoSi-Southside High Point Marketplace Opportunities

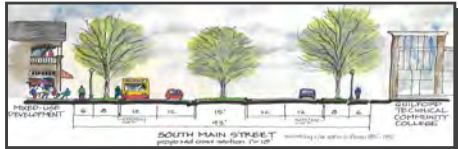
Participants attending workshop

SoSi HIGH POINT

Community Design Workshop

GTCC-High Point Campus 901 South Main Street

All Sessions Will Be Held in Building H4 Room 203. Parking On Hamilton Street.
This Design and Planning Workshop focuses on the design of a two block commercial area across from the GTCC-High Point Campus on South Main Street and Vail Avenue.



March 19th

Morning Session

8:30-9:00am
Breakfast (Please RSVP)
9:00-10:00am
Presentation of South Side Market
Analysis and Introduction to
Sustainable Development
10:15-12:30pm
We invite you to join our design professionals
to help plan the North Corner of South Main
Street and Vail Avenue

Evening Session

5:30-6:00pm
Light Dinner (Please RSVP)
6:00-8:00pm
We invite you to join our design professionals
to help plan the North Corner of South Main
Street and Vail Avenue

Please Attend Either the Morning or Evening Session

March 20th

Community Wrap-up Session
11:30-12:00pm
Sign in and lunch (Please RSVP)
12:00-1:30pm
Presentation of Findings and
Visuals
Discuss visual concepts and
prioritize ideas



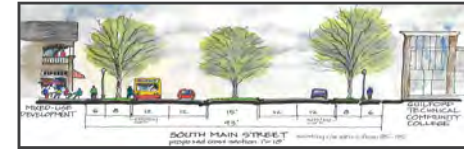
To RSVP Contact:
Wendy Fuscoe, Executive Director: The City Project, Inc.
Wendy.Fuscoe@HighPointNC.gov 336.883.8547

SoSi HIGH POINT

Taller sobre Diseño de la Comunidad

GTCC-High Point Campus 901 South Main Street

Todas las sesiones serán en el Edificio H4 Salón 203. Estacionamiento en Hamilton Street.
Este taller sobre diseño y planificación se enfocará en el diseño de dos cuadras en el área comercial enfrente de GTCC-High Point en el calle South Main y Avenida Vail.



19 de Marzo

Sesión en la mañana

8:30-9:00am
Desayuno (favor de Confirmar Asistencia/RSVP)
9:00-10:00am
Presentación del Análisis del mercado en el lado
sur e Introducción al desarrollo sostenible
10:15-12:30pm
Los invitamos a reunirse con nuestros
diseñadores profesionales y para que ayuden a
planear la esquina del Norte de South Main
Street y Vail Avenue

Sesión en la tarde

5:30-6:00pm
Cena ligera (favor de Confirmar Asistencia/RSVP)
6:00-8:00pm
Los invitamos a reunirse con nuestros diseñadores
profesionales y para que ayuden a planear la esquina
del Norte de South Main Street y Vail Avenue

Por favor asistan a una de las dos sesiones, en la mañana o en la tarde

20 de Marzo

Sesión de recapitulación
11:30-12:00pm
Registro y almuerzo (favor de Confirmar Asistencia)
12:00-1:30pm
Presentación de los resultados y
visuales
Discusión sobre los conceptos
visuales y para priorizar las ideas



Para Confirmar Asistencia/RSVP Contactar a:
Wendy Fuscoe, Directora Ejecutiva: The City Project, Inc.
Wendy.Fuscoe@HighPointNC.gov 336.883.8547

For Immediate Release:
January 23, 2013

FOR MORE INFORMATION CONTACT: Wendy Fuscoe, the City Project
336 883-8547

Design and Development Workshop coming to the SoSi District

High Point, NC: The City Project will host a two-day community design workshop focused on a specific site in the SoSi District, a two block commercial area opposite GTCC. This project was selected by Piedmont Together (a joint effort of the Piedmont Triad Regional Council, the Piedmont Authority for Regional Transportation and their partners) to receive this focused design session. The event will be facilitated by the Center for Creative Economy (CCE), based in Winston-Salem, NC, through its affiliate, Design Link. The CCE and Design Link will bring their North Carolina based team of designers, architects, urban planners, and economic development professionals to High Point March 19th-20th. By using design elements and local, community vision as the primary tools, Design Link will help community members' create a visual plan of possible uses for the SoSi site.

The workshop will take place on the GTCC-High Point campus, 901 S. Main St., Building H4, room 203. The day will begin with a breakfast on March 19th at 8:00 A.M. and is open to the public. The workshop's focus is discovery, imagining how best to plan for and design potential uses for the vacant land opposite the GTCC-High Point campus. All citizens interested in the development and revitalization of the SoSi Southside District are welcome to attend. Workshop participants will provide their input on the best possible uses for this site which will benefit the entire SoSi District. Attention will be paid to improving streetscape, green infrastructure and other aspects of sustainable growth as part of this process. The results from public input and the design team will be revealed the next day, March 20th at an informal luncheon at 11:30. Design Link will also prepare a formal report which will be presented to the community following the workshop.

Steve Ilderton, Chairman of the SoSi Revitalization District, said, "We are excited to be a part of revitalizing South Main Street in High Point. Our intention is to be a catalyst in strengthening the involvement of local business and property owners."

The SoSi District along Southside Main Street incorporates a growing community of over 8000 GTCC students and a vibrant international business environment just south of High Point's downtown. The event will be free to the public, and all members of the community are invited.

To find out more or to RSVP contact Wendy Fuscoe, Director The City Project, at wendy.fuscoe@highpointnc.gov or by calling 336 883 8547.

About Piedmont Together and CCE:









Piedmont Together is a 3 year, collaborative planning project funded by a \$1.6 million HUD grant. Project partners include cities and towns, counties and not-for-profits in the 12 county Piedmont Triad regions. The intent of the project is to use the concepts of sustainable development to build on the strengths and assets of all communities in the region in support of our economy, social opportunity and environment. Issues covered in this planning project range widely from small town vitality to transportation choices. Piedmont Together invites you to become involved—visit www.triadsustainability.org and www.piedmontvoice.org to learn more.

Serving the 12-county Piedmont Triad region since 2007, the Center for Creative Economy is a catalyst for innovation and an advocate for creative industries and entrepreneurs, promoting connectivity and job growth. The center brings people, ideas, and resources together to benefit a burgeoning creative sector that includes design, architecture, software, publishing, advertising, art, crafts, fashion, film, performing arts, TV, radio, interactive digital media, gaming, and technology, among others. CCE's programs and events include Design Link, a statewide collaborative of designers, urban planners and economic developers who work with city agencies, non-profits and private companies to solve problems that are design-based or those related to a specific plan or process in need of innovation. CCE also hosts a quarterly networking event called Creatini where successful local innovators share new product ideas, creative resources, and tips for success. www.centerforcreativeeconomy.com





Community Input Survey



1. Tell us about yourself. Please check all that apply.

| | | Response Percent | Response Count |
|---|---|---------------------|-------------------|
| Resident of Macedonia Neighborhood |  | 7.1% | 11 |
| Resident of Highland Mills | | 0.0% | 0 |
| Resident of Southside Neighborhood |  | 9.6% | 15 |
| Resident of High Point (outside of the neighborhoods listed above) |  | 23.7% | 37 |
| GTCC student |  | 23.7% | 37 |
| GTCC faculty or staff |  | 34.0% | 53 |
| Employee of neighborhood business |  | 5.1% | 8 |
| Owner of neighborhood business |  | 3.2% | 5 |
| Other (please specify) |  | 13.5% | 21 |
| answered question | | | 156 |
| skipped question | | | 1 |

2. Confirm your age group:

| | | Response Percent | Response Count |
|-------------------|---|---------------------|-------------------|
| 18 to 34 |  | 35.9% | 56 |
| 35 to 50 |  | 32.1% | 50 |
| 51 to 64 |  | 24.4% | 38 |
| Above 65 |  | 7.7% | 12 |
| answered question | | | 156 |
| skipped question | | | 1 |

3. We are considering options to develop the vacant property at 998 South Main Street, located across from the High Point GTCC Campus. What are some of the problems or challenges with developing this site?

| | | Response Count |
|-------------------|--|-------------------|
| | | 129 |
| answered question | | 129 |
| skipped question | | 28 |

4. The site may accommodate some of the following options. Rank these in the order you feel would be the most popular and attract the most use. (1 = the highest or most popular and 8 = the lowest or least popular). Rank these in the order (1 - 8). NOTE: (1 = the highest or most popular and 8 = the lowest or least popular).

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | Rating Count |
|--|-----------------------------|---------------|-----------------------------|---------------|-----------------------------|---------------|-----------------------------|--------------|-----------------|
| Retail student/faculty services center including bookstore, convenience store, grab-and-go food service, ice cream shop, coffee shop, etc. | 44.5% (57) | 14.8% (19) | 14.8% (19) | 7.0% (9) | 3.1% (4) | 3.9% (5) | 5.5% (7) | 6.3% (8) | 128 |
| Business Incubator spaces for new start up companies | 7.9% (10) | 12.6% (16) | 10.2% (13) | 12.6% (16) | 11.8% (15) | 17.3% (22) | 18.1% (23) | 9.4% (12) | 127 |
| Wellness/Fitness Center | 9.3% (12) | 9.3% (12) | 13.2% (17) | 14.0% (18) | 17.1% (22) | 13.2% (17) | 17.1% (22) | 7.0% (9) | 129 |
| Urban park with inter-generational/multi-cultural amenities, green-space, fountains, festival support | 7.8% (10) | 10.1% (13) | 20.2% (26) | 14.0% (18) | 16.3% (21) | 16.3% (21) | 8.5% (11) | 7.0% (9) | 129 |

| | | | | | | | | | |
|--|---------------|-----------------------------|---------------|-----------------------------|-----------------------------|---------------|-----------------------------|-----------------------------|-----|
| Mixed use with retail, restaurant, services on ground level and high density housing on upper levels | 10.9% (14) | 25.6% (33) | 14.7% (19) | 12.4% (16) | 14.7% (19) | 14.0% (18) | 3.9% (5) | 3.9% (5) | 129 |
| Neighborhood/civic center with branch library, branch social services center, branch health department services center, etc. | 3.9% (5) | 9.3% (12) | 10.9% (14) | 17.1% (22) | 20.2% (26) | 15.5% (20) | 17.8% (23) | 5.4% (7) | 129 |
| Co-op Grocery Store with organic produce, deli, fair trade coffee, etc. | 7.0% (9) | 10.9% (14) | 13.2% (17) | 18.6% (24) | 9.3% (12) | 14.7% (19) | 18.6% (24) | 7.8% (10) | 129 |
| Internet café/Sweepstake establishment | 9.3% (12) | 7.8% (10) | 2.3% (3) | 3.9% (5) | 7.8% (10) | 5.4% (7) | 10.9% (14) | 52.7% (68) | 129 |
| answered question | | | | | | | | | 129 |
| skipped question | | | | | | | | | 28 |

5. Do you have other ideas for the area? If so, please let us know. Describe your idea(s) below:

| | |
|-------------------|-----------------------|
| | Response Count |
| | 65 |
| answered question | 65 |
| skipped question | 92 |

**COMMUNITY DESIGN WORKSHOP
CITY OF HIGH POINT
“SOSI-SPIRIT OF SOUTHSIDE”
GTCC-High Point Campus 901 South Main Street**

Tuesday, March 19- First Design Session

8:30 - 9:00am Arrivals and breakfast served

9:00am Welcome-Aaron Clinard, Chairman,
The City Project Board

Regional Overview - Mark Kirstner, Piedmont Together
Introductions- Margaret Collins, Center for Creative
Economy

9:15am Principles of Smart Growth and Sustainable Design
Bill Moser

Key Findings- Southside High Point Opportunities -
Robin Spinks

10:15am Community Discussion and Design Sessions
Focus on SoSi-Southside High Point

- Neighborhood Interests
- Commercial Opportunities
- GTCC-High Point Campus Needs

12:30pm Conclude morning sessions

Tuesday, March 19 - Second Design Session-

Workshop repeated for additional
community input

5:30-6:00pm Arrivals and light dinner served

6:00pm Brief Presentation Overview of Smart Growth
and Key Findings in Southside

6:15-8:00pm Community Discussion and Design Sessions
Focus on SoSi-Southside High Point

Wednesday

11:30am-12:00pm Arrivals and lunch served

12:00-1:30pm Community Wrap Up Session

- Summary of Design Link and
Community Recommendations with
Visuals
- Discussion and Prioritize with
community

Tuesday May 7

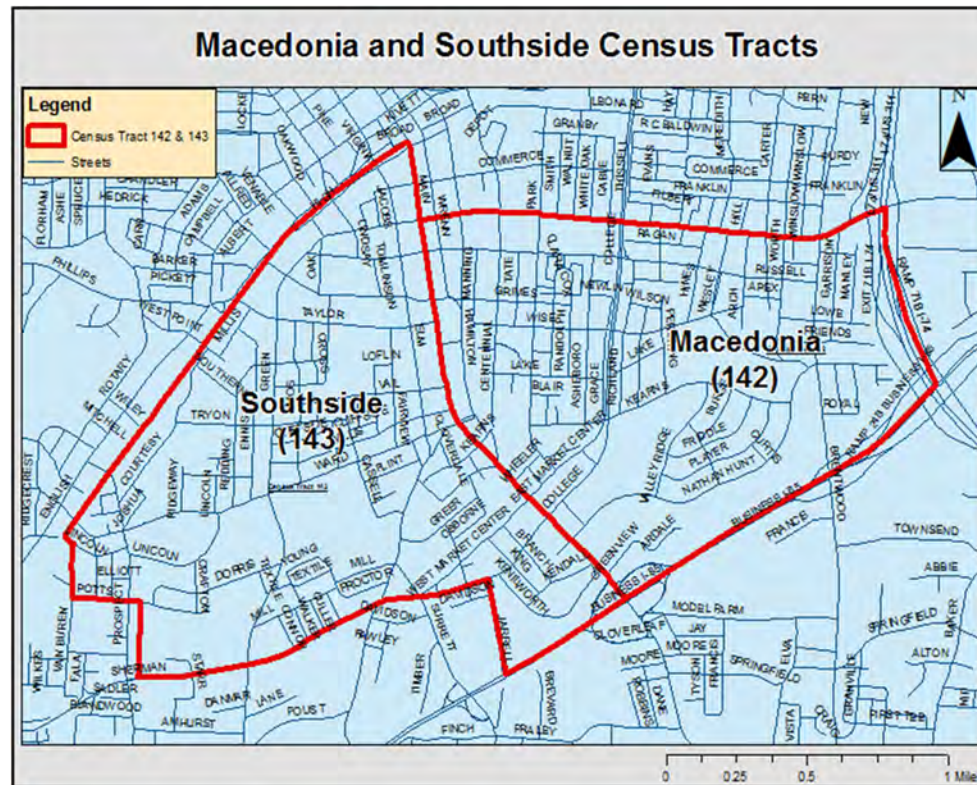
4:00pm Community Update and Engagement
Presentation to High Point City Council
Center for Creative Economy/Design Link

KEY FINDINGS

SoSi Southside High Point Marketplace Opportunities

STATISTICS, TRENDS

The neighborhood is defined as census tracts 142 (Macedonia) and 143 (Southside)



The population in the neighborhood is not growing

The neighborhoods have lost population while the City and State have gained substantially

The neighborhoods have **6548** residents

| | 1990 Population | 2000 Population | % Growth | 2010 Population | % Growth |
|--------------|--------------------|--------------------|-------------|--------------------|-------------|
| Macedonia | 3703 | 3,820 | 3.16% | 3,503 | -8.30% |
| Southside | 3374 | 3,359 | -0.44% | 3,045 | -9.35% |
| High Pt City | 69,428 | 85,839 | 23.64% | 104,371 | 21.59% |
| High Pt MSA | 540,030 | 643,430 | 19.15% | 723,801 | 12.49% |
| NC | 6,628,637 | 8,049,313 | 21.43% | 9,345,823 | 16.11% |

The neighborhoods are young – younger than the City, NC and US

Median age

Macedonia 31.9

Southside 31.3

High Point City 35.8

High Point MSA 37.8

NC 37.4

US 37.2

Income levels limit retail options

The neighborhoods have much less spending power than the City, NC or US

45.4% of residents within a 1-mile ring have household incomes below \$15,000

| | Macedonia | Southside | High Pt City | High Pt MSA | NC | US |
|---------------------|-----------|-----------|-----------------|----------------|----------|----------|
| Per capita | \$12,310 | \$7,327 | \$22,567 | \$24,566 | \$24,745 | \$27,344 |
| Median Household | \$30,296 | \$12,793 | \$44,020 | \$43,915 | \$45,570 | \$51,914 |

The neighborhoods reflect many cultures

Hispanic majority is Mexican 71% / 78%

No Asian majority - 73% / 67% "other"

Largest Asian group is Vietnamese – 20% / 25%

| | Macedonia | Southside |
|-------------|-----------|-----------|
| White | 20.50% | 27.59% |
| Black | 57.95% | 42.00% |
| Hispanic | 11.36% | 23.09% |
| Asian | 9.16% | 9.75% |
| Native Amer | 1.34% | .72% |
| Other | 7.96% | 17.50% |
| Multiple | 3.08% | 2.43% |
| US born | 89% | 80% |

The housing stock is primarily rental
Over 20% of units are vacant

| 2010 | Macedonia | Southside | High Pt City |
|-------------|-----------|-----------|--------------|
| % occupied | 79.92 | 82.69 | 87.65 |
| Own | 29.43 | 18.54 | 50.05 |
| rent | 50.49 | 64.15 | 37.60 |
| Median rent | \$741 | \$502 | |

Walkable products and services are important

No vehicle available

Southside – 30.99%

Macedonia – 5.60%

Retail leakage analysis

1, 3 and 5 mile ring studies attached

Based on the neighborhood population, not many retail sectors are at a deficit

Significant drive by traffic on Main Street – DOT traffic counts

16,000 cars per day 1 block north of the site

19,000 cars per day 2 blocks south of the site

GTCC high Point campus students are as numerous as the local population
 Curriculum students have tripled in the last 5 years
 Basic skills students have also increased
 Additionally about 200 faculty and staff are employed on the High Point Campus.

| | 2006-07 | 2007-08 | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|----------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Curriculum | 638 | 651 | 783 | 1042 | 2037 | 1848 |
| Continuing Education | 4128 | 4331 | 4087 | 2859 | 2020 | 1818 |
| Basic Skills | 1895 | 1945 | 2364 | 2621 | 2345 | 2290 |
| Total | 6661 | 6927 | 7234 | 6522 | 6402 | 5956 |

ASSETS AND OPPORTUNITIES

The potential market is bigger than the local population

Neighborhood population 6,548

Drive-by traffic 16,000 to 19,000

GTCC High Point students 5,956

Plus 200 staff



New developments in the neighborhood

Community garden

GTCC High Point campus expansion









New housing developments

New Family Dollar store

Greenway masterplan



Community input survey results

| 1. Tell us about yourself. Please check all that apply. | | | |
|--|---|------------------|----------------|
| | | Response Percent | Response Count |
| Resident of Macedonia Neighborhood |  | 7.1% | 11 |
| Resident of Highland Mills | | 0.0% | 0 |
| Resident of Southside Neighborhood |  | 9.6% | 15 |
| Resident of High Point (outside of the neighborhoods listed above) |  | 23.7% | 37 |
| GTCC student |  | 23.7% | 37 |
| GTCC faculty or staff |  | 34.0% | 53 |
| Employee of neighborhood business |  | 5.1% | 8 |
| Owner of neighborhood business |  | 3.2% | 5 |
| Other (please specify) |  | 13.5% | 21 |
| answered question | | | 156 |
| skipped question | | | 1 |

Community input survey results

Most requested – coffee shop, fast food

Other ideas for development

- Employment office
- Music tech store
- Bookstore
- Hotel
- Entertainment
- Children's activities
- Plaza
- Sports fields
- Library
- Day care
- Arts center
- Police station
- Grocery
- Specific food chains
- Popeye's
- Church's
- McDonald's
- Golden Corral
- Any cafeteria
- Zaxby's
- Chick-fil-A
- Subway



Community input survey results

Problems, challenges that a new development must address

Crossing Main St – most mentioned

Fear of crime, vagrants

Underutilization of furniture showrooms

Lack of later bus schedule, business hours

Visually unappealing

Displacing existing business

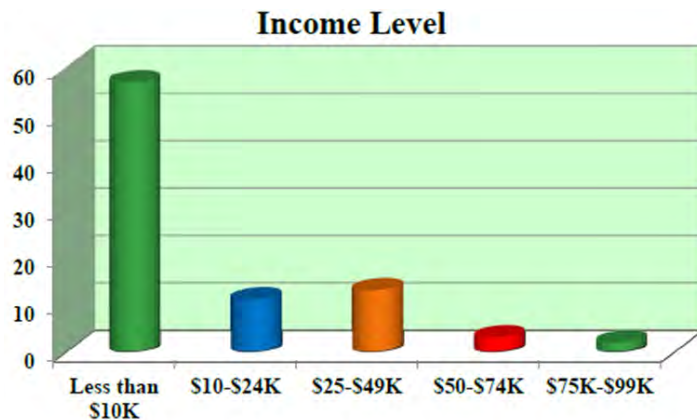
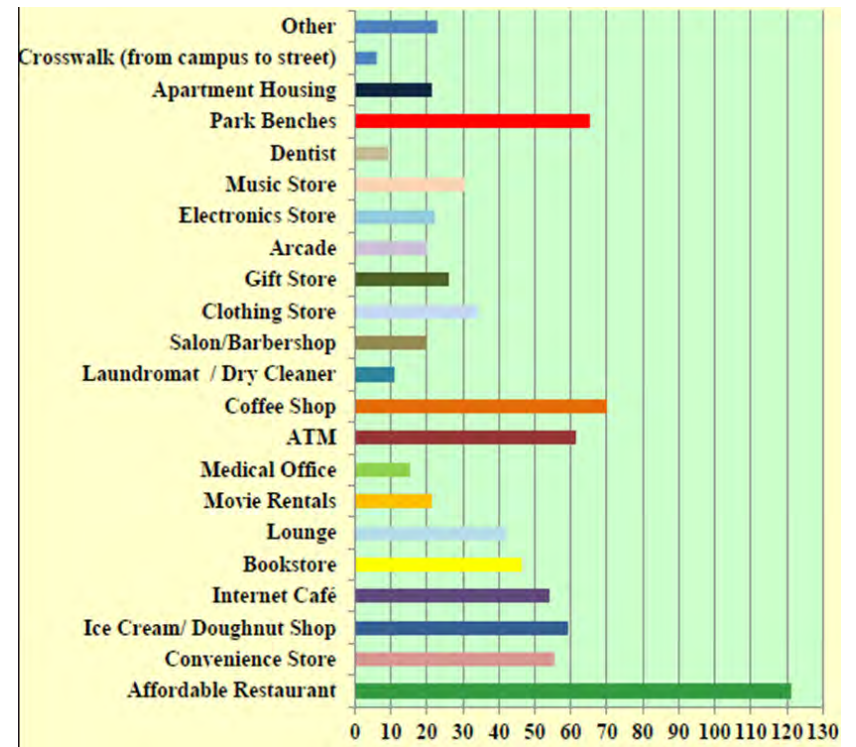
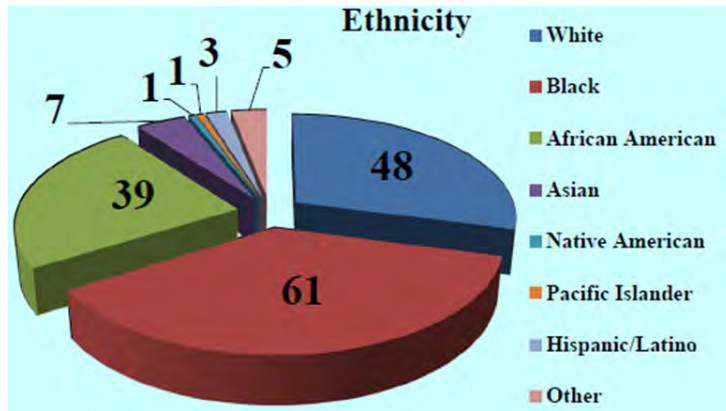
None



GTCC student survey results 2011

Most requested – coffee shop, fast food

Closely behind – park benches, ATM



Ethnicity and incomes similar to the neighborhood

OTHER IDEAS

Local Dollars, Local Sense – Michael Shuman

Three rules for prosperous communities

1. Maximize locally-owned businesses
2. Diverse local goods and services
3. High labor and environmental standards



Creative Class Economy – Richard Florida

Key ingredients

- Civic Culture – celebrate what is local
- Intellectual bent – embrace GTCC
- Diversity – already present
- Sense of self
 - Stronger identity
 - Pride of accomplishment

Grand Crossing – Southside Chicago

Local artist marries talent with civic responsibility

Empty house library, slide archive, soul food kitchen pavilion

Candy store exhibit space, reading room

Brick townhouse cinema for black films

Historic bank archive of Johnson Publishing

Housing authority apartments Artist residences, mixed rental

Near the University of Chicago

Soul Mfg Co – Theaster Gates

Creative corporations

Local talent

New business structures

Crossover between art and infrastructure

Hostel Detroit

Non-profit – donations, volunteers

Safe, affordable accommodations

Educates patrons about the City

3 blocks north of Michigan Ave

Single rooms, bunkrooms, kitchens, common area



Has become popular tourist destination for

Backpackers

Students

European youth

Younger, less affluent, more adventuresome

Popuphood – Oakland

Temporary, startup/incubator retail space

Social enterprise – cooperation among

- Property owners

- Community partners

- Businesses

- City

- Developers



Micro apartments – NYC

City sponsored competition –adAPT NY

250-370 sf, 55 units

To combat high housing costs

Had to change zoning

Perfect for students

Urbanscale

Sharing City data where people need it

Technology meets infrastructure

Networked cities and citizens

Smart wayfinding signs

Kiosks to connect to services

GPS transit tickets



Interactive public art



Pulsing Heart - NYC

Music Box House
New Orleans



Touch my building - Charlotte

Downtown gaming - Cleveland

Upscale video games

NOT a casino, NOT a sweepstakes

Recreation for children

Opportunity to introduce GTCC

Entertainment Technology

Simulation and Game Development

Tourist destination



High Point-Community Design Workshop

Participant List

Leeann Anderson
Maribel Aviles
Glenda Barnes
Don Belton
Jim Bonnert
Wanda Bridges
Benjamin Briggs
Jill Bronneet
Helen Bryson
Andrea Bullock
Lee Burnette
Melody Burnnett
Daniel Caldwell
Tawanda Carpenter
Paul Clark
Ray Collins
Sylvia Collins
Stephany Cousins
Shea Cox
Andrea Dalporto
Pat Dare
Dorothy Darr
Jim Davis
Gillian Dobbins
Alisha Donlen
Sady Dunbeck
Sandy Dunbeck
Velina Ebert
Tina Essick
Mike Fenley
Peter Freeman
Barbara Frye
Heidi Galanti
Mason Garner
Von Gore
Cynthia Graves
Cathy Gray
Amy Hedgecock

Jennifer Heri
Raul Hernandez
Jeron Hollis
Bernice Horne
Denise Horne
Johnny Horne
Kenneth Horne
Steve Ilderton
Tim Ilderton
Revon Johnson
Sonia Johnson
Steven Johnson
Dot Kearns
John Kennett
Margarita Kerkado
Zaki Khalifa
Angela Kimble
Margarila Kokado
Jill Lambert
Connie Lawson
Edward Lindsay
Josie Lindsay
Phyllis Lindsay
Shrell Lindsay
Annie Little
Lakisha Little
Tom Low
Debbie Lumpkins
Tim Mabe
Eddie MacEldowney
Kenny Mack
Heidi Majors
Randy McCaslin
Akeem McDonald
Mark McDonald
Angela McGill
Chentha McIntyre
Michael McNair

Michelle McNaw
Kathleen Melton
Judy Mendenhall
Willie Mae Mille
Trenice Miller
Robert Mills
Jerry Mingo
Dontay Mitchell
LaMonica Mitchell
Sybil Newmann
Mary Newton
Pastor Dale Newton
Kathy Norcott
Pat Pane
Janet Porterfield
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Marlaen Rose
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Isom Shavers
Chu Simm
Charles Simmons
Cleo Smith
Arthor Spears
Judy Stalden
Mit Sunnassee
Louise Thompson
Mara Waldruff
Ashley Whitworth
David Williams
Wayman Williams
Kevin Wright



Community Design Workshop City of High Point, N.C.

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DESIGNLINK

